BRITISH COLUMBIA
The Best Place on Earth

BC Stats

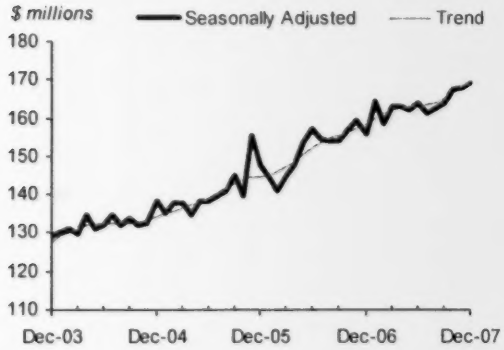
Neal Dobinson
(250) 387-1124
Neal.Dobinson@gov.bc.ca
March 2008
Issue: 08-03

Tourism Sector Monitor ◆ March 2008

Room Revenue

Although BC room revenues were up (+0.6%) in December, there was a mix of positive and negative growth rates across the province. Half of the regions, including Nechako (-4.6%), Kootenay (-3.9%), Vancouver Island/Coast (-1.6%) and Thompson/Okanagan (-1.1%), recorded a drop in revenues following increases in the previous month. However, Northeast (+1.4%) maintained an upward trend, while returns at accommodations in North Coast (+0.3%) were higher following November's poor performance. Cariboo (+2.1%) posted gains for the third consecutive month, and Mainland/Southwest (+2.3%) led the province in growth.

Room revenues increased 0.6% in December



Receipts at the province's hotels rebounded (+2.1%) in December, as very large (251+ rooms; +6.4%) and mid-sized (76-150 rooms; +0.4%) hotels had a more lucrative month. Small hotels (1-75 rooms; 0.0%) experienced the same level of revenues compared to November, while business was off at large hotels (151-250 rooms; -2.0%). However, returns at motels (+1.2%) and other accommodations (+4.4%) were higher.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Dec 07 ($000)	Nov 07 ($000)	% change
Total	169,082	168,027	+0.6
Hotels	126,169	123,551	+2.1
Motels	20,448	20,199	+1.2
Other Accommodations	23,824	22,822	+4.4
Regions (Top 3 performers)			
Mainland/Southwest	90,383	88,385	+2.3
Cariboo	5,680	5,563	+2.1
Northeast	5,818	5,738	+1.4

Visitor Entries

The number of international visitors entering Canada through BC fell (-1.9%) in December. US entries declined 3.1%, the largest month-over-month decrease since July, as there were fewer Americans on same-day (-5.0%) and overnight (-2.1%) trips.

Overseas entries were up (+2.2%), reflecting a substantial increase in the number of European travellers (+6.5%). Visitation from Oceania, which includes Australia, New Zealand and other South Pacific nations, advanced (+3.3%) for the fifth consecutive month. Entries from Asia (-0.1%) were relatively unchanged from November.

Fewer Canadians returned home via BC (-10.1%) in December. Although total (-11.6%) and same-day (-11.0%) trips to the US

declined, there was a 0.9% increase in the number of travellers returning home from trips overseas.

Visitor entries fell in December

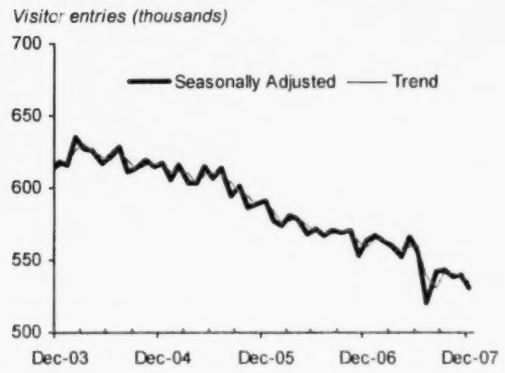


Table 2. Traveller Entries
(seasonally adjusted)

	Dec-07 ('000)	Nov-07 ('000)	% chg from Nov-07
American visitors			
Total	401	413	-3.1
Same-day	132	139	-5.0
Overnight	269	275	-2.1
Overseas visitors			
Total	130	127	2.2
Europe	43	41	6.5
UK	21	20	2.5
Asia	58	58	-0.1
Japan	15	16	-7.4
Taiwan	6	4	33.6
Oceania	17	17	3.3

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

The occupancy rate at BC hotels showed the largest month-over-month decrease in 2007, down 1.1 percentage points to 66.9%. However, the average daily room rate ($132.00) inched higher (+0.1%) in December.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Dec-07	Change from Nov-07
Hotel Industry		
Occupancy rate (%)	66.9	-1.1 pp.
Average room charge ($) *(Pannell Kerr Forster)*	132.00	0.1
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,512	-1.5
US (trans-border)	380	-1.3
Other International	367	0.5
Canada (domestic) *(YVR)*	765	-2.5
Victoria International Airport		
Total traffic *(Victoria Airport Authority)*	125	-2.4
Food Services Receipts	**($ millions)**	**(%)**
All establishments *(Statistics Canada)*	647	-3.0
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles *(Ministry of Transportation)*	224	-9.0
BC Ferries		
Vehicle Volume	710	-1.1
Passenger Volume *(BC Ferries)*	1,805	-1.1
Exchange Rates	**Cdn $**	
US $	0.997	-0.04
UK Pound	0.494	-0.01
Japanese Yen	111.995	-2.76
Australian $ *(Statistics Canada)*	1.144	-0.01

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

The number of travellers through the Victoria (-2.4%) and Vancouver (-1.5%) airports fell in December. BC Ferries recorded a drop in vehicle (-1.1%) and passenger (-1.1%) volume, and there were fewer passenger vehicles travelling on the Coquihalla Highway (-9.0%).

2008-035067

BC's food services and drinking places industry experienced a decline in revenues (-3.0%, *seasonally adjusted*) in December, as lower sales at food service establishments offset gains at drinking places.

A look ahead—January 2008

Preliminary estimates indicate that provincial room revenues advanced (+0.8%) in January, the sixth consecutive month of increases. Revenue growth in Thompson/Okanagan (+4.2%) and Vancouver Island/Coast (+2.5%) rebounded, while North Coast (+2.6%) and Mainland/Southwest (+1.3%) continued to build on past gains. However, accommodations in northern regions of the province, including Nechako (-11.4%) and Northeast (-10.4%), experienced a drop in business. Kootenay (-7.9%) and Cariboo (-3.5%) also saw revenues fall in the first month of 2008.

Overall, returns at most accommodation properties were higher in January. Receipts at hotels advanced (+1.0%), led by small (1-75 rooms; +1.6%) and large (251+ rooms; +1.4%) hotels. Business at the province's motels (+0.1%) was relatively flat, while vacation rentals (+1.4%) posted gains. On the other hand, fishing lodges, bed and breakfasts, and other types of accommodation experienced a 6.8% decline in revenues.

In January, visitor entries to Canada via BC rose 1.8%. US entries rebounded (+2.2%) as there were more Americans on same-day (+4.5%) and overnight (+1.0%) trips. Entries from overseas countries were up (+0.9%) for the third straight month, driven by an increase in European visitors (+0.9%). However, visitation from Oceania (-0.6%) and Asia (-0.4%) fell.

Vancouver (+2.5%) and Victoria (+1.2%) airports were busier in January, and traffic along the Coquihalla Highway also increased (+2.2%). However, BC Ferries saw a decline in the number of passengers (-1.0%) and vehicles (-0.9%) for the second straight month.

About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

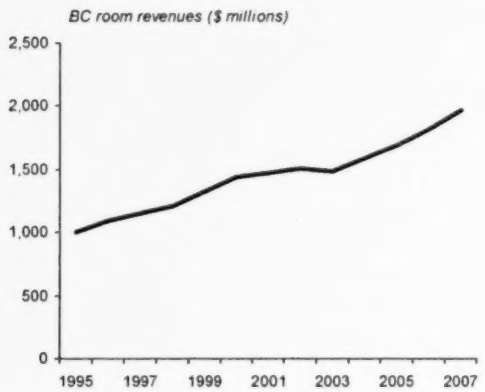
Special Focus: BC's Tourism Sector in 2007

In 2007, most indicators of the provincial tourism sector continued to show solid growth. Room revenues remained on an upward track and hotel operators saw occupancy rates reach an 11-year high. There were more Canadian travellers returning home through BC, and visitation from overseas countries was up. In addition, more people were employed in tourism-related industries in the province last year. However, total visitor entries fell once again as the number of American travellers continued to decline.

Room revenue growth remains strong in 2007; North Coast led the province

Room revenues at BC's accommodation properties rose 7.9% to approximately $2.0 billion. Following record growth in 1999 (+10.2%) and a substantial increase in 2000 (+8.5%), revenues stalled in the early part of this decade but have picked up speed since 2004.

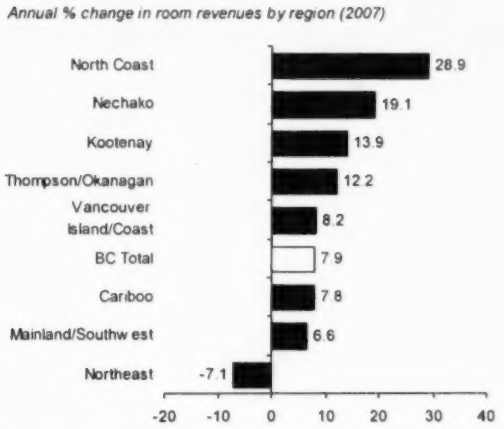
Room revenues continued on an upward trend in 2007



Data Source: BC Stats

The North Coast region led the province in growth during 2007 (+28.9%), driven by higher revenues at fishing lodges, motels and hotels. This marks only the third year since room revenue statistics were developed by BC Stats that North Coast exceeded the provincial average. The neighbouring region of Nechako recorded a substantial increase (+19.1%), building on past gains in 2005 and 2006. Interior regions of the province, including Kootenay (+13.9%) and Thompson/Okanagan (+12.2%), also experienced substantial growth. Vancouver Island/Coast (+8.2%), Cariboo (+7.8%) and Mainland/Southwest (+6.6%) posted more moderate increases. However, Northeast (-7.1%) was the only region to experience lower revenues last year, ending four years of double-digit growth. The decline in this region was mainly due to a significant drop in business at motels and temporary accommodations for seasonal workers.

Revenues were up in all regions except Northeast



Data Source: BC Stats

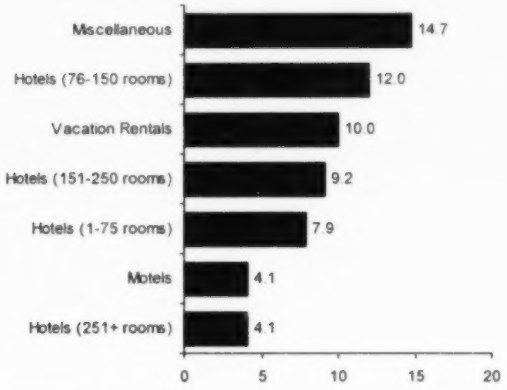
All types of establishments were busier last year

Revenues across all accommodation types increased in 2007, with miscellaneous properties (e.g., bed and breakfasts, fishing

lodges) leading the pack (+14.7%). Mid-sized hotels (76-150 rooms; +12.0%) continued to outperform small (1-75 rooms; +7.9%), large (151-250 rooms; +9.2%) and very large (251+ rooms; +4.1%) hotels. Vacation rentals (+10.0%) posted the highest growth since 2001, while revenues at motels (+4.1%) increased at a slower pace.

Bed & breakfasts, fishing lodges and other accommodations posted the largest gain

Annual % change in room revenues by accommodation type (2007)



Data Source: BC Stats

Visitor entries down for the third consecutive year

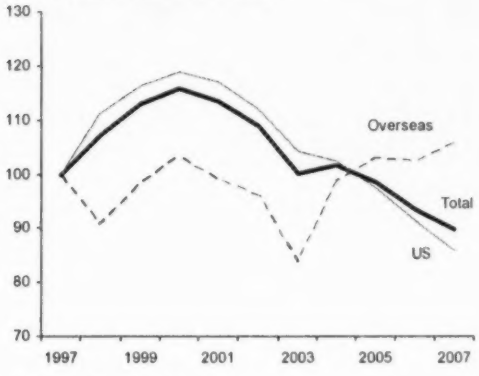
Total visitor entries to Canada via BC fell 3.9% in 2007. Travel from the US slumped (-5.9%) for the seventh straight year, as both same-day (-9.1%) and overnight (-4.1%) visitation was down. However, the US is still the largest international travel market, comprising more than three-quarters (77%) of total entries to the province last year.

The recent downward trend in the number of US travellers to the province is likely due to a number of economic factors, including the depreciation of the US greenback relative to the Canadian dollar, the rising cost of airfare and accommodations, and skyrocketing gasoline prices. In addition, given the weakening of the US economy, consumer spending by Americans is expected to decline as are discretionary expenditures such as travel to BC.

On the other hand, the overseas market has been gaining momentum. In 2007, overseas entries rose (+3.3%) for the third time in four years and accounted for 23% of total entries. More visitors from Europe (+5.3%), including the UK (+6.5%) and Germany (+2.6%), contributed to the increase. Entries from Oceania (+13.4%) surged, driven by an influx of Australians (+12.8%) visiting the province. However, the number of entries originating from Asia decreased 2.5%, as there were fewer travellers from Taiwan (-15.0%), Japan (-10.9%) and South Korea (-1.6%).

Total and US entries have steadily declined since the turn of the century; overseas entries trending up since 2004

Visitor entries index (1997=100)



Data Source: Statistics Canada

Although overseas visitors comprise a much smaller share of total entries compared to US travellers, their economic contributions to the provincial tourism sector are significant. According to data from Statistics Canada's *International Travel Survey*, overseas visitors to BC spent approximately $1.7 billion in 2006, almost as much as their American counterparts ($1.8 billion). This is due to the fact that overseas travellers tend to stay in the province for a longer period of time—13.3 nights

compared to 3.5 nights for overnight US visitors.

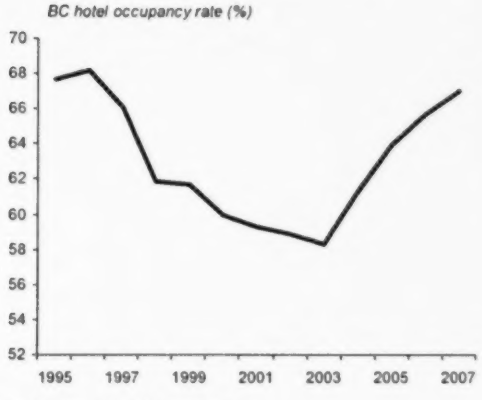
More Canadians returned home through BC from the US and overseas

With respect to domestic travellers, the number of Canadians re-entering the country via BC rose (+6.4%) for the fifth consecutive year. Total trips to the US were up 6.6% and same-day trips also increased (+4.0%). Last year, about 1.2 million Canadians returned home from overseas countries, 4.9% more than in 2006.

Other indicators

Inter- and intra-provincial travellers continued to be an important market for BC's hotel industry in 2007. Despite the decline in overnight US entries, the average hotel occupancy rate (67.0%) reached its highest level since 1996. In addition, the average room rate advanced 5.8%, surpassing growth in the previous nine years.

The provincial hotel occupancy rate has regained lost ground



Data Source: Pannell Kerr Forster

There were more travellers through BC's major airports in 2007. Continuing the trend that began in 2003, passenger traffic at the Victoria airport (+6.6%) increased at a faster pace compared to the Vancouver airport (+3.4%). BC Ferries recorded higher vehicle volume (+0.3%) while passenger volume was flat (0.0%). Following a 1.3% drop in 2006, there were 5.0% more passenger vehicles passing through the toll booths on the Coquihalla Highway last year.

Passenger traffic at the Victoria airport has taken off in recent years

Data Sources: Vancouver & Victoria Airport Authorities

Sales in the province's food services and drinking places industry were up 3.8% last year. Although food service establishments experienced a 3.4% increase in receipts, this was below record growth seen in 2006 (+9.5%). Revenues at drinking places, including bars, nightclubs and taverns, rebounded (+10.0%) following two years of declines.

The number of jobs in tourism-related industries continued to expand in 2007, led by the food & beverage services industry where total employment rose 4.5%. Arts, entertainment & recreation (+3.0%) also posted strong growth, although this was about half the rate recorded in 2006 (+6.3%). The air transportation (+1.9%) and accommodation (+1.6%) industries experienced relatively slower rates of job growth last year.

Other tourism indicators advanced in 2007

	2007	Change from 2006
Hotel Industry		
Occupancy rate (%)	67.0	1.3 pp.
Average room charge ($) *(Pannell Kerr Forster)*	129.02	5.8
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	17,496	3.4
US (trans-border)	4,361	2.6
Other International	4,118	4.0
Canada (domestic) *(YVR)*	9,017	3.5
Victoria International Airport		
Total traffic *(Victoria Airport Authority)*	1,482	6.6
Food Services Receipts	**($ millions)**	**(%)**
All establishments	7,650	3.8
Food service	7,170	3.4
Drinking places *(Statistics Canada)*	480	10.0
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles *(Ministry of Transportation)*	2,730	5.0
BC Ferries		
Vehicle Volume	8,558	0.3
Passenger Volume *(BC Ferries)*	21,690	0.0
Employment	**(000s)**	**(%)**
Air transportation	16.7	1.9
Accommodation	35.8	1.6
Food & beverage services	141.1	4.5
Arts, entertainment & recreation *(Statistics Canada)*	39.1	3.0

Note: pp. percentage points

Conclusion

Overall, 2007 was another good year for BC's tourism sector. Accommodation room revenues showed solid growth, visitation from overseas countries increased, and hotel occupancy rates and tourism-related employment continued to advance. Although the number of travellers from the province's largest international market – the US – continued on a downward trend, it appears that domestic travellers have been driving the expansion of BC's tourism sector. For example, accommodations had a more lucrative year and hotel occupancy rates continued to rise in the face of a declining US market. In addition, according to the Canadian Tourism Commission and Statistics Canada[1], domestic demand accounted for most (77%) of the tourism-related spending in Canada. These findings suggest that the domestic market is a significant player in the provincial and national tourism sectors.

[1] *National Tourism Indicators*, fourth quarter 2007.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,005	85,082	56,607	21,927	10,403	72,632	1,822,164
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
2007	8.2	6.6	12.2	13.9	7.8	28.9	19.1	-7.1	7.9
Monthly data									
Dec-06	28,647	82,226	23,865	7,690	4,973	2,086	917	5,478	155,882
Jan-07	29,757	86,003	27,669	7,564	4,957	2,103	945	5,369	164,367
Feb-07	28,234	85,573	24,375	7,755	4,976	2,086	874	4,426	158,300
Mar-07	29,246	87,274	25,097	7,765	5,010	2,310	1,003	5,326	163,032
Apr-07	29,443	87,397	24,906	7,422	4,716	2,329	990	5,590	162,793
May-07	29,333	85,560	24,992	7,876	5,140	2,255	1,129	5,798	162,083
Jun-07	29,295	86,343	25,779	8,178	4,892	2,465	986	6,038	163,977
Jul-07	29,721	83,700	25,254	8,021	4,809	2,446	1,032	5,953	160,936
Aug-07	28,663	85,468	25,415	8,163	4,971	2,519	1,069	6,117	162,383
Sep-07	29,703	86,795	25,191	8,131	4,957	2,444	1,081	5,720	164,022
Oct-07	29,451	89,568	25,283	8,471	5,373	2,465	1,107	5,564	167,281
Nov-07	29,546	88,385	26,302	8,960	5,563	2,420	1,112	5,738	168,027
Dec-07	29,082	90,383	26,018	8,613	5,680	2,427	1,060	5,818	169,082
Month-over-month growth rates									
Dec-06	1.8	-4.7	1.9	9.2	2.1	4.3	0.0	-17.2	-2.1
Jan-07	3.9	4.6	15.9	-1.6	-0.3	0.8	3.1	-2.0	5.4
Feb-07	-5.1	-0.5	-11.9	2.5	0.4	-0.8	-7.6	-17.6	-3.7
Mar-07	3.6	2.0	3.0	0.1	0.7	10.7	14.8	20.3	3.0
Apr-07	0.7	0.1	-0.8	-4.4	-5.9	0.8	-1.3	4.9	-0.1
May-07	-0.4	-2.1	0.3	6.1	9.0	-3.2	14.0	3.7	-0.4
Jun-07	-0.1	0.9	3.2	3.8	-4.8	9.3	-12.7	4.2	1.2
Jul-07	1.5	-3.1	-2.0	-1.9	-1.7	-0.8	4.8	-1.4	-1.9
Aug-07	-3.6	2.1	0.6	1.8	3.4	3.0	3.5	2.8	0.9
Sep-07	3.6	1.6	-0.9	-0.4	-0.3	-3.0	1.2	-6.5	1.0
Oct-07	-0.8	3.2	0.4	4.2	8.4	0.8	2.4	-2.7	2.0
Nov-07	0.3	-1.3	4.0	5.8	3.5	-1.8	0.4	3.1	0.4
Dec-07	-1.6	2.3	-1.1	-3.9	2.1	0.3	-4.6	1.4	0.6

December month-over-month percent growth

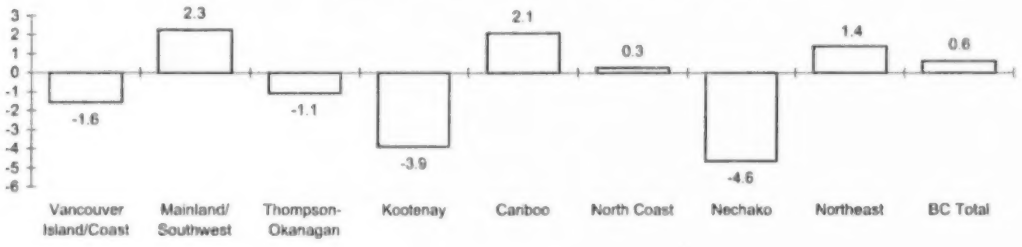


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2003	437,892	180,831	297,403	174,263	181,383	119,487	95,423
2004	467,820	198,608	321,679	185,673	195,057	124,438	98,902
2005	483,529	211,406	346,496	203,087	210,872	133,422	101,283
2006	513,978	230,059	379,559	221,171	234,119	135,298	107,979
2007	535,034	251,128	425,188	238,570	243,711	148,776	123,876
Annual growth rates							
2003	-5.9	-4.0	0.1	0.1	-0.2	6.3	9.9
2004	6.8	9.8	8.2	6.5	7.5	4.1	3.6
2005	3.4	6.4	7.7	9.4	8.1	7.2	2.4
2006	6.3	8.8	9.5	8.9	11.0	1.4	6.6
2007	4.1	9.2	12.0	7.9	4.1	10.0	14.7
Monthly data							
Dec-06	43,362	20,180	32,985	18,990	20,370	11,373	9,589
Jan-07	45,141	20,589	33,774	19,296	22,390	12,066	9,928
Feb-07	44,715	20,619	33,706	18,672	21,184	11,849	9,819
Mar-07	44,696	21,049	34,299	19,280	20,460	12,307	10,282
Apr-07	44,795	20,886	34,618	19,725	20,546	12,404	9,892
May-07	42,561	21,336	35,205	20,682	20,127	12,458	10,125
Jun-07	42,861	20,806	35,202	20,275	20,131	13,417	10,229
Jul-07	41,921	20,592	35,341	20,117	19,280	12,499	10,242
Aug-07	43,322	20,348	35,835	20,037	19,525	12,512	10,524
Sep-07	45,203	20,963	36,235	20,205	19,500	12,380	10,402
Oct-07	46,083	22,175	36,717	20,321	19,921	12,212	10,460
Nov-07	45,422	21,092	37,056	19,981	20,199	11,961	10,860
Dec-07	48,314	20,674	37,200	19,980	20,448	12,712	11,112
Month-over-month growth rates							
Dec-06	-2.8	-2.6	-1.2	-3.8	2.2	-7.1	1.4
Jan-07	4.1	2.0	2.4	1.6	9.9	6.1	3.5
Feb-07	-0.9	0.1	-0.2	-3.2	-5.4	-1.8	-1.1
Mar-07	0.0	2.1	1.8	3.3	-3.4	3.9	4.7
Apr-07	0.2	-0.8	0.9	2.3	0.4	0.8	-3.8
May-07	-5.0	2.2	1.7	4.9	-2.0	0.4	2.4
Jun-07	0.7	-2.5	0.0	-2.0	0.0	7.7	1.0
Jul-07	-2.2	-1.0	0.4	-0.8	-4.2	-6.8	0.1
Aug-07	3.3	-1.2	1.4	-0.4	1.3	0.1	2.8
Sep-07	4.3	3.0	1.1	0.8	-0.1	-1.1	-1.2
Oct-07	1.9	5.8	1.3	0.6	2.2	-1.4	0.6
Nov-07	-1.4	-4.9	0.9	-1.7	1.4	-2.1	3.8
Dec-07	6.4	-2.0	0.4	0.0	1.2	6.3	2.3

December month-over-month percent growth

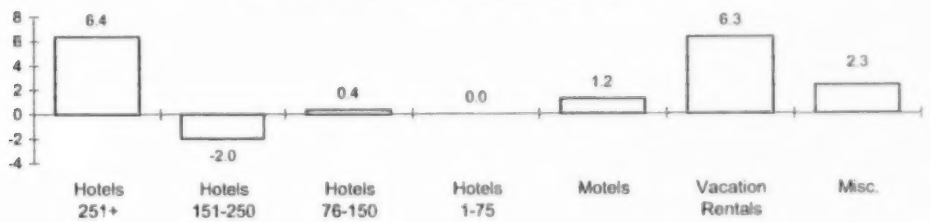


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Dec-07	YTD 07	Dec-06	YTD 06	Dec-07	Dec-06	Dec-07	Dec-06
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**7,490**	**190,750**	**-3.1**	**5.8**	**149**	**-2**	**8,053**	**-93**
Total - Hotels	6,174	154,660	-3.6	5.7	64	1	5,554	18
76+ Rooms	4,566	117,708	-5.5	5.7	26	0	3,927	0
1-75 Rooms	1,608	36,952	2.0	5.8	38	1	1,627	18
Motels	657	17,163	-5.5	6.9	20	-4	921	-150
Vacation Rentals	208	4,982	5.8	-11.2	28	0	317	2
19 Cowichan Valley								
Total - All accommodation types	**462**	**9,893**	**-9.0**	**9.6**	**32**	**-3**	**671**	**-7**
Motels	116	2,277	31.7	20.2	14	-1	298	-4
21 Nanaimo								
Total - All accommodation types	**2,481**	**47,365**	**4.9**	**9.6**	**64**	**3**	**2,571**	**199**
Total - Hotels	1,289	23,389	3.9	7.4	18	0	1,095	0
Motels	547	9,323	-1.0	11.7	26	1	664	43
Vacation Rentals	494	12,392	5.0	11.2	16	1	685	153
23 Alberni-Clayoquot								
Total - All accommodation types	**1,988**	**49,461**	**3.4**	**13.4**	**57**	**-1**	**1,390**	**0**
Motels	176	4,335	8.0	-1.7	19	-1	394	-9
Vacation Rentals	805	19,427	7.0	17.9	18	1	373	16
Miscellaneous	567	12,124	11.7	17.9	10	-1	193	-7
25 Comox-Strathcona								
Total - All accommodation types	**2,349**	**39,331**	**6.1**	**11.2**	**61**	**6**	**1,632**	**117**
Total - Hotels	796	11,781	4.6	18.7	10	1	525	34
Motels	634	9,152	12.1	11.0	21	1	627	12
Vacation Rentals	487	5,023	2.9	17.7	19	3	265	61
27 Powell River								
Total - All accommodation types	**201**	**5,018**	**-15.9**	**4.6**	**21**	**0**	**422**	**1**
Total - Hotels	126	3,000	-21.0	-2.1	10	-2	280	-31
43 Mount Waddington								
Total - All accommodation types	**257**	**7,489**	**28.2**	**16.8**	**16**	**-2**	**550**	**30**
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**3,050**	**46,327**	**3.4**	**4.8**	**70**	**-2**	**2,458**	**-44**
Total - Hotels	2,280	32,393	9.4	3.4	18	0	1,362	0
Motels	533	9,920	14.8	8.8	35	1	916	42
15 Greater Vancouver								
Total - All accommodation types	**42,171**	**783,335**	**9.0**	**4.4**	**232**	**-1**	**25,743**	**-514**
Total - Hotels	39,518	740,543	9.5	4.7	161	-4	22,869	-508
251+ Rooms	19,152	371,429	10.5	0.5	22	-1	9,940	-313
151-250 Rooms	8,306	152,842	10.5	10.7	26	-1	5,061	-113
76-150 Rooms	8,790	157,059	8.8	7.8	55	0	5,913	0
1-75 Rooms	3,270	59,213	3.3	9.0	58	-2	2,955	-82
Motels	1,124	20,633	-2.6	3.8	33	0	1,481	0
Vacation Rentals	1,226	10,971	3.5	12.0	18	2	489	-16
29 Sunshine Coast								
Total - All accommodation types	**237**	**6,566**	**-4.1**	**13.3**	**17**	**1**	**306**	**-21**
31 Squamish-Lillooet								
Total - All accommodation types	**31,975**	**206,221**	**12.6**	**16.2**	**92**	**-6**	**5,792**	**-1,555**
Total - Hotels	25,627	172,257	9.8	14.3	36	-7	4,418	-1,160
76+ Rooms	24,333	161,224	10.6	15.1	20	-7	3,895	-1,115
1-75 Rooms	1,295	11,033	-4.3	3.8	16	0	523	-45
Vacation Rentals	5,373	26,076	26.5	29.6	32	1	910	-335
Miscellaneous	876	5,693	28.5	21.3	15	-1	267	-70

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000) Dec-07	Revenue ($000) YTD 07	% change from Dec-06	% change from YTD 06	Properties (#) Dec-07	Properties # chg from Dec-06	Rooms (#) Dec-07	Rooms # chg from Dec-06
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**1,374**	**53,557**	**8.8**	**10.7**	**82**	**-2**	**2,545**	**-36**
Total - Hotels	663	24,738	10.9	8.2	14	-1	1,003	-26
Motels	393	20,786	7.9	7.5	47	-2	1,180	-19
Vacation Rentals	226	3,783	-0.6	8.7	10	-1	219	-16
33 Thompson-Nicola								
Total - All accommodation types	**4,843**	**77,851**	**-1.0**	**6.9**	**123**	**-11**	**5,029**	**-424**
Total - Hotels	2,124	36,473	4.8	10.6	30	-3	2,016	-143
76+ Rooms	1,825	30,765	9.5	16.2	13	1	1,475	87
1-75 Rooms	299	5,709	-16.8	-12.1	17	-4	541	-230
Motels	1,266	25,239	3.2	3.0	70	-5	2,103	-169
Vacation Rentals	1,233	8,789	-8.5	1.4	11	0	405	-60
35 Central Okanagan								
Total - All accommodation types	**4,941**	**93,864**	**6.0**	**16.8**	**55**	**-5**	**3,885**	**-27**
Total - Hotels	2,783	59,970	7.1	13.4	20	-1	1,941	29
Motels	471	14,117	9.2	4.8	19	-1	896	-20
37 North Okanagan								
Total - All accommodation types	**2,489**	**26,538**	**18.3**	**11.6**	**38**	**0**	**1,602**	**12**
Total - Hotels	1,141	13,503	9.7	0.6	13	0	795	0
Motels	335	7,603	-7.7	5.1	16	-1	531	-42
39 Columbia-Shuswap								
Total - All accommodation types	**3,375**	**54,472**	**28.8**	**14.2**	**91**	**3**	**3,128**	**74**
Total - Hotels	1,411	22,319	32.9	16.9	20	1	1,134	21
Motels	1,230	20,712	33.1	10.3	40	-1	1,479	-11
Miscellaneous	683	7,298	18.1	22.4	27	4	465	73
Kootenay								
01 East Kootenay								
Total - All accommodation types	**5,398**	**62,860**	**16.6**	**14.0**	**104**	**0**	**4,501**	**249**
Total - Hotels	2,081	24,086	26.1	29.3	32	0	1,907	137
76+ Rooms	1,618	16,822	34.9	37.1	12	2	1,179	197
1-75 Rooms	463	7,263	2.5	14.3	20	-2	728	-60
Motels	483	11,293	8.3	5.7	31	-3	770	-62
Vacation Rentals	1,836	14,410	12.4	11.4	16	2	1,073	123
03 Central Kootenay								
Total - All accommodation types	**1,032**	**25,064**	**1.6**	**12.7**	**64**	**-1**	**1,540**	**85**
Total - Hotels	585	13,311	2.1	11.5	16	0	743	-1
Motels	263	6,336	14.5	15.2	28	2	526	31
Vacation Rentals	135	2,630	23.3	17.5	10	0	87	19
05 Kootenay Boundary								
Total - All accommodation types	**496**	**8,995**	**-4.9**	**17.1**	**29**	**-1**	**645**	**-12**
Motels	184	4,042	-6.8	4.3	20	-1	397	-12
Cariboo								
41 Cariboo								
Total - All accommodation types	**1,145**	**21,479**	**-0.4**	**4.4**	**61**	**-6**	**1,747**	**-75**
Total - Hotels	294	6,207	3.4	4.6	11	0	527	1
Motels	562	11,251	-0.4	6.0	30	-4	964	-53
Vacation Rentals	110	1,215	-10.0	-1.8	12	-1	164	-21
53 Fraser-Fort George								
Total - All accommodation types	**2,620**	**39,566**	**24.6**	**9.8**	**54**	**1**	**2,614**	**61**
Total - Hotels	1,976	28,603	28.1	10.8	19	1	1,514	67
Motels	570	9,725	13.0	6.8	28	-1	961	-25

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000) Dec-07	Revenue ($000) YTD 07	% change from Dec-06	% change from YTD 06	Properties (#) Dec-07	Properties # chg from Dec-06	Rooms (#) Dec-07	Rooms # chg from Dec-06
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**385**	**17,104**	**18.2**	**35.7**	**27**	**0**	**954**	**20**
Total - Hotels	242	7,788	4.9	30.5	11	2	591	35
Motels	114	2,986	72.3	34.0	10	10	323	-5
49 Kitimat-Stikine								
Total - All accommodation types	**579**	**11,164**	**10.4**	**19.8**	**30**	**2**	**803**	**58**
Motels	248	4,432	7.9	33.2	18	2	433	54
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**627**	**12,389**	**16.4**	**19.1**	**43**	**2**	**1,094**	**42**
Motels	301	6,654	1.3	11.8	21	-1	601	-21
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**4,707**	**67,457**	**3.9**	**-7.1**	**66**	**0**	**3,521**	**273**
Total - Hotels	2,763	39,020	34.3	17.1	28	3	2,109	432
Motels	997	18,598	-39.8	-25.9	29	-3	898	-107

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Dec-07	YTD 07	Dec-06	YTD 06	Dec-07	Dec-06	Dec-07	Dec-06
Vancouver Island/Coast	**15,275**	**351,473**	**0.5**	**8.2**	**406**	**2**	**15,383**	**257**
Victoria (C)	5,831	153,328	-6.0	6.2	76	-6	5,704	-138
Other CRD	1,076	26,383	0.3	-0.2	60	2	1,949	-32
Nanaimo (C)	1,681	26,255	8.3	13.5	25	0	1,271	0
Port Alberni (C)	259	5,047	-21.0	4.8	14	0	383	0
Courtenay (C)	963	12,129	5.9	15.3	13	1	493	34
Rest of Development Region	5,465	128,333	6.5	11.2	231	6	5,583	393
Mainland/Southwest	**77,432**	**1,042,449**	**10.2**	**6.6**	**411**	**-8**	**34,299**	**-2,134**
Downtown Vancouver (C)	23,465	474,413	9.4	1.7	76	-3	12,443	-530
Other Vancouver (C)	2,845	48,223	1.8	8.4	33	0	2,875	1
Richmond (C)	8,282	130,860	13.3	7.9	23	0	4,079	0
Burnaby (C)	1,649	30,771	11.1	9.9	11	1	1,352	323
Other GVRD	5,918	99,019	4.9	9.6	85	-2	4,967	-25
Whistler (DM)	31,218	195,914	12.5	15.9	64	-10	5,048	-1,665
Rest of Development Region	4,054	63,250	5.3	8.2	119	6	3,535	-238
Thompson/Okanagan	**17,022**	**306,282**	**9.5**	**12.2**	**389**	**-15**	**16,189**	**-401**
Penticton (C)	841	28,254	0.9	5.7	33	-3	1,442	-51
Kamloops (C)	3,940	57,603	-1.0	8.0	63	-6	3,710	-257
Kelowna (C)	4,669	82,599	5.2	14.7	46	-5	3,272	-32
Vernon (C)	2,442	24,801	18.5	12.9	31	0	1,467	12
Revelstoke (C)	1,216	18,581	46.6	16.0	27	1	1,048	19
Rest of Development Region	3,913	94,444	15.1	13.9	189	-2	5,250	-92
Kootenay	**6,927**	**96,919**	**12.3**	**13.9**	**197**	**-2**	**6,686**	**322**
Cranbrook (C)	521	11,346	14.7	23.6	18	1	881	106
Nelson (C)	345	8,224	7.4	14.5	13	0	483	0
Rest of Development Region	6,061	77,350	12.4	12.6	179	-3	5,805	216
Cariboo	**3,765**	**61,045**	**15.8**	**7.8**	**115**	**-5**	**4,361**	**-14**
Quesnel (C)	212	4,028	-2.7	1.8	12	0	443	0
Williams Lake (C)	316	6,330	5.9	9.4	11	0	536	0
Prince George (C)	1,801	29,238	16.4	8.9	28	0	1,806	47
Rest of Development Region	1,437	21,449	20.9	7.2	64	-5	1,576	-61
North Coast	**965**	**28,268**	**13.4**	**28.9**	**57**	**2**	**1,757**	**78**
Prince Rupert (C)	314	9,080	15.6	30.3	15	0	762	1
Terrace (C)	348	6,326	-0.1	16.1	10	0	398	3
Rest of Development Region	303	12,862	31.2	35.3	32	2	597	74
Nechako	**627**	**12,389**	**16.4**	**19.1**	**43**	**2**	**1,094**	**42**
Smithers (T)	323	6,434	43.6	30.1	15	1	436	6
Rest of Development Region	305	5,955	-3.0	9.1	28	1	658	228
Northeast	**4,707**	**67,457**	**3.9**	**-7.1**	**66**	**0**	**3,521**	**273**
Dawson Creek (C)	983	12,541	51.5	3.9	16	2	649	133
Fort St. John (C)	1,366	23,126	-20.6	-16.8	14	-3	1,004	-125
Rest of Development Region	2,357	31,790	9.1	-3.0	36	1	1,868	265

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
2007	8.2	6.6	12.2	13.9	7.8	28.9	19.1	-7.1	7.9
Monthly data									
Dec-06	15,200	70,266	15,541	6,169	3,252	851	539	4,530	116,348
Jan-07	13,239	72,739	18,088	6,960	3,150	861	588	5,703	121,327
Feb-07	16,122	80,190	18,857	8,879	3,369	1,226	600	6,077	135,320
Mar-07	22,170	90,348	22,389	8,757	4,367	1,520	833	7,459	157,843
Apr-07	23,977	72,645	16,745	5,370	4,220	1,338	673	4,772	129,740
May-07	31,724	86,523	24,389	6,441	5,532	2,112	1,066	4,009	161,796
Jun-07	38,098	102,825	30,738	7,940	6,000	4,190	1,224	5,588	196,603
Jul-07	51,836	109,816	45,394	12,379	7,056	4,767	1,405	6,232	238,884
Aug-07	56,370	119,436	51,836	13,629	7,410	4,822	1,574	6,401	261,478
Sep-07	41,871	99,272	30,515	9,494	6,525	3,374	1,578	5,860	198,489
Oct-07	24,309	73,445	18,017	6,002	5,462	1,724	1,368	5,513	135,841
Nov-07	16,482	57,778	12,294	4,141	4,188	1,369	852	5,136	102,241
Dec-07	15,275	77,432	17,022	6,927	3,765	965	627	4,707	126,720
Year-over-year percent changes									
Dec-06	3.3	4.1	7.4	18.3	6.9	22.7	3.1	-1.0	5.1
Jan-07	11.0	12.4	24.1	7.0	10.2	24.1	13.3	4.6	13.1
Feb-07	4.0	15.0	11.8	18.3	10.5	13.5	0.4	-3.5	12.2
Mar-07	11.8	13.7	18.9	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.2	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.4	4.6	13.0	12.3	9.6	19.6	32.0	-13.1	6.9
Jun-07	8.6	1.3	16.9	18.9	6.6	35.3	10.7	-9.8	5.9
Jul-07	11.1	-1.2	9.8	13.2	2.1	32.4	15.1	-11.6	4.4
Aug-07	6.7	3.4	11.0	12.9	7.5	41.0	22.6	-7.9	6.4
Sep-07	9.6	6.1	8.6	11.8	4.0	26.4	21.0	-12.6	7.1
Oct-07	5.2	8.0	4.9	16.4	13.0	23.9	25.9	-6.0	7.3
Nov-07	6.0	3.8	13.4	29.1	15.5	17.3	20.6	-13.6	5.7
Dec-07	0.5	10.2	9.5	12.3	15.8	13.4	16.4	3.9	8.9

December year-over-year percent change

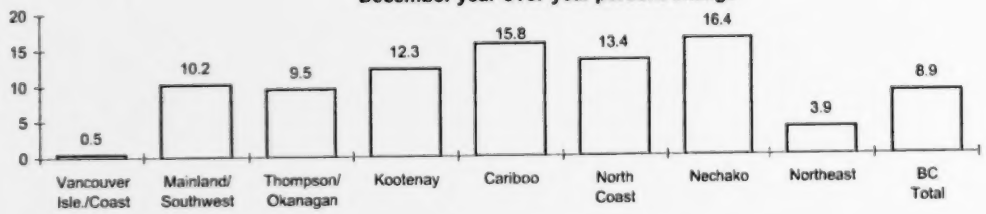


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
2007	6,576.8	5,062.0	1,766.9	3,295.1	1,514.8	699.3	519.0	175.4
Annual percent changes								
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
2007	-3.9	-5.9	-9.1	-4.1	3.3	-2.5	5.3	13.4
Monthly data								
Jan-07	567	442	154	289	124	60	43	13
Feb-07	563	438	152	285	126	59	44	13
Mar-07	559	433	155	278	126	60	43	14
Apr-07	552	429	160	269	124	57	42	14
May-07	565	438	154	285	127	58	43	15
Jun-07	556	428	148	279	128	58	45	15
Jul-07	520	393	143	250	128	59	44	14
Aug-07	542	415	147	268	127	59	44	15
Sep-07	543	415	144	271	128	59	45	15
Oct-07	538	417	139	279	121	54	42	15
Nov-07	540	413	139	275	127	58	41	17
Dec-07	530	401	132	269	130	58	43	17
Jan-08	540	409	138	271	131	58	44	17
Month-over-month growth rates								
Jan-07	0.4	0.6	-0.7	1.4	-0.3	-2.8	4.9	-2.6
Feb-07	-0.6	-1.1	-1.0	-1.1	1.3	-0.9	2.7	3.3
Mar-07	-0.7	-1.0	1.8	-2.6	0.4	0.8	-1.9	4.4
Apr-07	-1.3	-1.0	2.9	-3.2	-2.1	-3.6	-1.4	4.3
May-07	2.4	2.2	-3.8	5.7	3.0	1.2	2.7	6.6
Jun-07	-1.7	-2.4	-3.3	-1.8	0.8	0.1	3.7	-3.5
Jul-07	-6.4	-8.2	-3.6	-10.7	-0.6	2.2	-1.3	-2.2
Aug-07	4.2	5.6	2.8	7.3	-0.4	-1.0	-0.6	1.9
Sep-07	0.2	0.1	-1.9	1.1	0.6	0.0	1.4	0.9
Oct-07	-0.8	0.6	-3.8	2.9	-5.3	-8.5	-7.1	3.6
Nov-07	0.4	-1.0	0.0	-1.5	4.9	8.0	-1.9	8.6
Dec-07	-1.9	-3.1	-5.0	-2.1	2.2	-0.1	6.5	3.3
Jan-08	1.8	2.2	4.5	1.0	0.9	-0.4	0.9	-0.6

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,321	7,266	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,586
2005	16,418	8,348	4,106	3,964	1,318	8,539	21,791	2,635
2006	16,924	8,713	4,252	3,959	1,390	8,530	21,689	2,601
2007	17,496	9,017	4,361	4,118	1,482	8,558	21,690	2,730
Annual growth rates								
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.6	-0.1	5.5	-0.1	-0.5	-1.3
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Jan-07	1,429	734	374	321	120	717	1,831	217
Feb-07	1,421	726	357	338	118	709	1,800	221
Mar-07	1,448	737	366	346	122	714	1,807	230
Apr-07	1,458	763	363	332	123	703	1,795	227
May-07	1,436	747	354	336	124	713	1,805	224
Jun-07	1,444	747	358	339	121	719	1,819	228
Jul-07	1,433	739	346	348	124	716	1,806	224
Aug-07	1,451	750	356	345	125	713	1,799	232
Sep-07	1,465	760	360	345	125	720	1,811	228
Oct-07	1,464	764	364	336	127	708	1,787	229
Nov-07	1,535	785	385	366	128	718	1,825	246
Dec-07	1,512	765	380	367	125	710	1,805	224
Jan-08	1,550	791	382	377	127	704	1,787	229
Month-over-month growth rates								
Jan-07	-1.5	-0.3	-2.0	-3.4	4.0	0.3	1.6	13.2
Feb-07	-0.6	-1.1	-4.6	5.2	-1.1	-1.1	-1.7	1.9
Mar-07	1.9	1.5	2.6	2.2	2.9	0.6	0.4	4.4
Apr-07	0.6	3.5	-0.9	-3.8	0.8	-1.5	-0.6	-1.4
May-07	-1.5	-2.1	-2.3	1.0	1.5	1.4	0.6	-1.5
Jun-07	0.5	0.1	0.9	1.0	-2.6	0.8	0.8	1.8
Jul-07	-0.7	-1.1	-3.1	2.6	2.3	-0.4	-0.7	-1.5
Aug-07	1.3	1.6	2.7	-0.7	0.8	-0.4	-0.4	3.7
Sep-07	0.9	1.3	1.2	-0.1	-0.1	1.0	0.7	-2.0
Oct-07	0.0	0.6	1.1	-2.5	1.8	-1.6	-1.3	0.6
Nov-07	4.8	2.7	5.7	8.7	0.8	1.4	2.1	7.5
Dec-07	-1.5	-2.5	-1.3	0.5	-2.4	-1.1	-1.1	-9.0
Jan-08	2.5	3.4	0.6	2.5	1.2	-0.9	-1.0	2.2

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data								
2003	15.4	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	35.7	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	37.9	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	39.1	67.0	129.0	81.1	112.2
Annual Growth Rates								
2003	5.3	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	0.4	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	1.9	4.5	2.4	0.8	2.7	0.5	-3.0	2.9
2006	3.7	6.9	4.9	6.3	1.7	4.9	-3.2	2.5
2007	1.9	1.6	4.5	3.0	1.3	5.8	4.7	2.6
Monthly data								
Jan-07	17.4	35.2	138.7	38.5	67.5	126.10	79.5	111.6
Feb-07	16.6	35.2	139.8	39.0	66.8	126.80	80.4	111.1
Mar-07	16.8	35.4	140.1	38.9	66.8	128.20	80.8	110.8
Apr-07	16.8	35.7	140.2	38.8	67.0	128.20	81.3	111.0
May-07	16.7	35.6	140.5	39.3	66.9	128.00	81.3	111.1
Jun-07	16.8	35.5	141.8	39.1	66.8	127.70	79.0	111.8
Jul-07	16.8	35.5	141.1	39.1	66.2	128.10	81.1	113.2
Aug-07	16.6	35.2	141.4	39.1	66.4	129.00	81.4	113.3
Sep-07	16.5	35.9	142.3	39.3	67.2	130.20	81.0	113.3
Oct-07	16.4	35.9	142.7	39.5	67.7	132.00	81.6	113.2
Nov-07	16.5	37.5	142.6	39.4	68.0	131.90	82.8	113.0
Dec-07	16.5	36.8	142.5	39.2	66.9	132.00	83.3	112.8
Jan-08	15.8	36.8	143.3	41.2	N/A	N/A	83.3	112.3
Month-over-month growth rates								
Jan-07	6.9	-0.5	-0.5	-2.2	1.2	3.8	1.3	-0.2
Feb-07	-4.5	-0.2	0.8	1.3	-0.7	0.6	1.1	-0.4
Mar-07	0.9	0.7	0.2	-0.2	0.0	1.1	0.5	-0.3
Apr-07	0.2	0.7	0.1	-0.3	0.2	0.0	0.6	0.2
May-07	-0.7	-0.2	0.2	1.2	-0.1	-0.2	0.0	0.1
Jun-07	0.7	-0.2	0.9	-0.4	-0.1	-0.2	-2.8	0.6
Jul-07	0.2	0.0	-0.4	-0.1	-0.6	0.3	2.7	1.3
Aug-07	-1.4	-0.7	0.2	0.0	0.2	0.7	0.4	0.1
Sep-07	-0.7	1.9	0.6	0.6	0.8	0.9	-0.5	0.0
Oct-07	-0.3	0.0	0.3	0.6	0.5	1.4	0.7	-0.1
Nov-07	0.2	4.4	-0.1	-0.4	0.3	-0.1	1.5	-0.2
Dec-07	0.4	-1.8	0.0	-0.5	-1.1	0.1	0.6	-0.2
Jan-08	-4.3	0.0	0.6	5.3	N/A[5]	N/A	0.0	-0.4

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change. [4]No identifiable seasonality.
[5]Hotel Occupancy Rate and Room Rate are not available for January from Pannell Kerr Forster

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1]					
	Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2003	6,318.0	567.7	5,750.3	38,569.6	2,516.8	36,052.8
2004	6,686.9	604.0	6,082.9	40,409.0	2,595.0	37,814.1
2005	6,888.8	554.4	6,334.4	41,817.7	2,577.3	39,240.4
2006	7,371.0	436.3	6,934.6	44,218.3	2,464.6	41,753.7
2007	7,649.7	480.1	7,169.6	45,684.2	2,378.1	43,306.1
Annual growth rates						
2003	4.1	7.2	3.9	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	-8.2	4.1	3.5	-0.7	3.8
2006	7.0	-21.3	9.5	5.7	-4.4	6.4
2007	3.8	10.0	3.4	3.3	-3.5	3.7
Monthly data						
Jan-07	634	34	597	3,803	203	3,601
Feb-07	641	x	x	3,756	194	3,563
Mar-07	636	38	597	3,777	201	3,576
Apr-07	625	35	591	3,722	199	3,523
May-07	631	36	598	3,767	200	3,567
Jun-07	626	39	591	3,778	202	3,576
Jul-07	621	42	580	3,783	205	3,578
Aug-07	633	x	x	3,778	204	3,573
Sep-07	638	42	597	3,859	199	3,660
Oct-07	653	45	610	3,889	194	3,696
Nov-07	667	x	x	3,910	190	3,720
Dec-07	647	48	599	3,864	189	3,675
Jan-08	x	x	x	x	x	x
Month-over-month growth rates						
Jan-07	0.9	x	x	-1.8	-4.7	-1.6
Feb-07	1.0	x	x	-1.2	-4.5	-1.1
Mar-07	-0.8	x	x	0.6	3.7	0.4
Apr-07	-1.6	-9.2	-1.2	-1.5	-0.9	-1.5
May-07	0.9	4.8	1.2	1.2	0.7	1.3
Jun-07	-0.8	5.9	-1.1	0.3	0.8	0.2
Jul-07	-0.7	10.0	-1.8	0.1	1.5	0.1
Aug-07	1.9	x	x	-0.1	-0.1	-0.1
Sep-07	0.8	x	x	2.1	-2.7	2.4
Oct-07	2.3	6.8	2.2	0.8	-2.7	1.0
Nov-07	2.1	x	x	0.5	-2.0	0.7
Dec-07	-3.0	x	x	-1.2	-0.5	-1.2
Jan-08	x	x	x	x	x	x

[1]Source: Statistics Canada & BC Stats.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

x = data not available

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges -- All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals -- Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous -- Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Visit BC STATS on the World Wide Web at www.bcstats.gov.bc.ca